

SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS THAT
FACILITATE AND ACCOUNT FOR CALL-THROUGH ADVERTISING
BETWEEN ADVERTISERS AND USERS OF
WEB-ENABLED TELEPHONE DEVICES

ABSTRACT OF THE DISCLOSURE

Systems, methods, and computer program products that facilitate and account for call-through advertising between third party advertisers and users of Web-enabled telephone devices, are provided. An advertisement server 5 serves an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the device. The advertisement contains an embedded hyperlink associated with the advertisement server. In response to user activation of 10 the advertisement, the advertisement server serves telephone connection information of the third party to the Web-enabled telephone device. The telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish 15 telephone communications with the third party. Information associated with serving the telephone connection information to the Web-enabled telephone device is stored. Information associated with a user establishing telephone communications with the third 20 party via the Web-enabled telephone device may also be stored.